

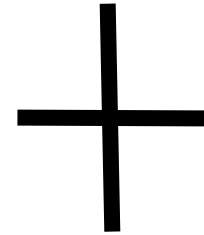


# PLANNING FOR A COMPLETE COUNT CENSUS 2020



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

City of North Chicago  
decrease in population 2010 to  
American Community Survey.



Hard to Count Community

Forecast \$500,000 reduction in federal  
funding due to population decrease.



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## New Initiatives for Census 2020

- Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.
- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

Vehicle Sticker  
April 2019





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

Campaign Launch  
August 2019  
Community Days Festival







# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## OFFICE OF THE ILLINOIS SECRETARY OF STATE

### Grants Services

#### Grants Awarded

##### Assisting Immigrant Communities in Navigating Government Services Request for Grant Proposal #19SL148000

- Centro Romero — \$55,630
- Chicago Citywide Literacy Coalition — \$85,000
- Erie Neighborhood House — \$200,000
- Esperanza Community Services — \$68,069
- Mano a Mano Family Resource Center — \$50,000
- Metropolitan Family Services — \$171,569
- PASO-West Suburban Action Project — \$74,300
- South-East Asia Center — \$64,000
- United African Organization — \$139,400
- Village of Hanover Park — \$34,800
- World Relief — \$225,680
- Xilin Association — \$74,580

#### Census Participation

##### Request for Grant Proposal #19SL128000

- Access Living of Metropolitan Chicago — \$40,000
- Arab American Family Services — \$109,227
- Carbondale Branch NAACP — \$139,760
- Chicago Urban League — \$189,743
- City of Aurora — \$87,575
- City of North Chicago — \$71,410
- City of Quincy — \$74,000
- Erie Neighborhood House — \$100,000
- Gail Borden Public Library — \$148,490
- Greater Chicago Food Depository — \$55,376
- L Muslim Civic Coalition — \$92,362
- Latinos Progresando — \$30,000
- Literacy Works — \$15,000
- Metropolitan Mayors Caucus — \$71,497
- Mujeres Latinas en Accion — \$34,204
- Spanish Community Center — \$98,995
- The Resurrection Project — \$44,880
- Xilin Association — \$93,420



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

Forefr<sup>Ont</sup>

Engaging for impact

## IL Count Me In 2020 Funders' Collaborative Grantees Announced

Arab American Family Services  
Asian Americans Advancing Justice  
Brighton Park Neighborhood Council  
CHANGE Illinois  
Chicago Coalition for the Homeless  
Chicago Urban League

City of North Chicago (via YBLC Inc.)

Claretian Associates  
Common Cause Education Fund  
Communities United  
Enlace Chicago  
Faith Coalition for the Common Good  
Health Alliance NFP  
Gail Borden Public Library Foundation  
Howard Brown Health  
Illinois Action for Children

Illinois Coalition for Immigrant Rights  
Illinois Migrant Council  
Illinois Muslim Civic Coalition  
Illinois Partners for Human Service  
Latino Policy Forum  
Literacy Works  
Logan Square Neighborhood Assn  
Mano a Mano Family Resource Center  
NAACP Chicago Westside Branch  
Organizing Neighborhoods for Equality  
PASO West Suburban Action Project  
Public Narrative  
Sinai Health System  
Southern Illinois Community Foundation  
Southwest Organizing Project  
Spanish Community Center

St. Agatha Catholic Parish  
The Resurrection Project  
United Congregations of Metro-East  
United Way of the Fox Valley and City  
of Aurora  
Waukegan Public Library & City of  
Waukegan  
Westside Health Authority  
Workers Center for Racial Justice  
World Relief (Moline)  
Young Men's Christian Association of  
the University of Illinois  
YWCA Metropolitan Chicago



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## 2020 Census Phases

**JANUARY-FEBRUARY  
2020**

**AWARENESS PHASE**

Educate about the purpose of the Census and its importance to communities

**MARCH-APRIL  
2020**

**MOTIVATION PHASE**

Drive self-response and encouragement of friends and family response

**MAY-JULY  
2020**

**REMINDER PHASE**

If individuals do not self-respond, the household may receive visits from Census staff

**JANUARY  
2021**

**DATA DISSEMINATION**

The Census Bureau will complete its review of the count in November 2020 and deliver the final numbers to the U.S. President in December 2020. Total population numbers will become publicly available in January or February 2021. State population counts are to be delivered by March 31, 2021.





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## 2020 Census Calendar

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.



# PLANNING FOR A COMPLETE COUNT CENSUS 2020







# PLANNING FOR A COMPLETE COUNT CENSUS 2020

ACS-23(L)(2018)  
(6-13-2018)



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau ...

Within the last few weeks, the U.S. Census Bureau mailed an American Community Survey questionnaire package to your address. **You are required by U.S. law to respond to this survey.** The Census Bureau is required by law to keep your information confidential. If you have already responded, thank you. If you have not, please complete the questionnaire and send it now, or complete the survey online.

Respond now at <https://respond.census.gov/acs>  
Log in using this user ID: XXXXXXXXXX

**Your response is critically important to your local community and to your country.** If you do not respond, a Census Bureau interviewer may contact you by personal visit to complete the survey.

If you would like to complete the survey by telephone or need assistance, please call our toll-free number (1-800-354-7271).

Thank you.



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

A message from the Director, U.S. Census Bureau ...

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Respond now at **<https://respond.census.gov/acs>**

Log in using this user ID: **[REDACTED]**



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# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## **Trusted Voices**

- City Events
- City Council
- Meeting in a Box
- Bookmobile
- School event
- Other meetings/events
- Come to your Census events
- Business partners

## **Print**

- Vehicle sticker
- Posters
- Water bills
- Billboard
- Direct Mail
- Newspaper advertising
- City's Discover Newsletter
- Banners
- Flyers
- Brochures
- Sandwich boards
- (lawn signs?)
- Transit Advertising?
- Backpack mail
- T-shirts

## **Electronic**

- Email
- Web w/Chat bot
- Text/App
- Forums
- Social Media
  - Twitter
  - Facebook (w/ads)

## **Broadcast**

- Cable Access?
- Blackboard Connect/phone
- Announcements at school events



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

This screenshot shows the 'Task List' view in the Freedcamp application for a project named 'Census 2020'. The interface includes a top navigation bar with search, filter, and save search options. A left sidebar contains icons for various project management functions. The main area displays a list of tasks with details such as status (e.g., 'In Progress', 'Completed'), priority (e.g., 'High'), assignee, and due date. For example, one task is 'Compile potential members of the complete count committee' with a due date of '8 Feb 2019'. On the right, there are panels for assigning tasks to team members and setting due dates or priorities.

This screenshot shows the 'Files' view in the Freedcamp application for the same 'Census 2020' project. It displays a list of files and folders, including 'Census Social Media Final', 'City Census Documents', and 'External Resources'. Each item shows its upload date and time. Below the list, there are two document files: '01.13.20 Text to Pledge.docx (41KB)' and '12.18.2019 Census Job Fair Release.docx (14KB)', each with version history and comment counts. The interface includes standard file management controls like move, delete, and download.

Project/task management – Freedcamp.com



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## Meeting in a Box

Complete Count Committee Toolkit for Census 2020

### Introduction

North Chicago Complete Count Committee offers Meeting in a Box as a toolkit to assist in organizing your Census 2020 informational meeting. We provide tips and suggestions, as well as models for you to adapt to your particular group. Use this guide as you rally your first supporters, meet with the public and share Census 2020 educational information.

### A. Getting Started

Getting everyone together, or building a coalition, requires careful planning and thought.

The first step is to organize a local group of enthusiastic and engaged community members—those who'll help you persuade the greater community of the Census 2020 value later on. Here are a few important tips for this early stage of gathering troops:

- **Reserve a space in a neutral location** (City Hall, the library or community center) that is easily accessible, safe for anyone

#### Meeting in a Box Includes:

- Getting Started:** how to organize your local coalition-
- Meeting Checklist:** a step-by-step guide to planning a successful meeting with the public. 3
- Speaker Tips:** a crash-course in preparedness and public speaking. 6
- Model Speech Outline:** a practical tool for drafting a persuasive pitch. 7
- Managing the Q & A:** how to

### B. Meeting Checklist

Successful meetings are carefully and thoughtfully planned. Even if you are not responsible for the entire meeting, your portion will be remembered and valued if you have properly prepared.

This Meeting Checklist is for you are

Day of the Meeting  
Verify

Call the

post to verify:

ed to be copied and completed for each meeting in which  
check off the answers, add notes or comments in the mar-  
the event, jot down your thoughts on how it went, things  
s of people to contact, or any follow-up that you need to  
worksheets.

es

proximately one hour before the  
e and rehearse your remarks,  
terials.

eting and your role in it. See  
g out your notes, and looking  
and sound to them? Imagine  
in control, knowledgeable,  
questions.

of a larger agenda  
e the concept the Census  
port for participation

to issues and concerns expressed about the 2020 Cens

es of people who will attend will help you prepare  
try to get a sense of their attitudes before you  
be there?

supporters of the Census 2020 Complete Count Comm  
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and with remote control and ideal sound level for the



# PLANNING FOR A COMPLETE COUNT CENSUS 2020



## **Bookmobile**

- Provides a safe space for residents to participate
- Outreach in HTC census tracts





**NORTH CHICAGO TO HOST CENSUS**  
Competitive wages, paid training avail

"We're getting the word out to our team as a census worker. Complete Count Committee for the next 10 years, and w

"The Census provides com  
paycheck," Mayfield said.  
together next year for this



From the desk of Mayor Leon Rockingham, Jr.

Summer is in full swing and we can enjoy all the warmth that the season brings, warm sunshine, the scent of flowers, and longer days. During this time we focus on the usual projects such

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# PLANNING FOR A COMPLETE COUNT CENSUS 2020

OFFICE OF THE GOVERNOR  
207 STATE HOUSE  
SPRINGFIELD, ILLINOIS 62706

accommodated and resettled more than 130,000 refugees from more than 85 countries. In recent years, asylum seekers and victims of human trafficking arrived in Illinois annually. Refugees have succeeded in making social and economic contributions to Illinois. They have helped revitalize neighborhoods and communities.

Great-grandson of refugees, I am committed to ensuring that Illinois is a welcoming state. As survivors of persecution, refugees embody the importance of human rights, dignity, and the face of hardship inspires courage, hope, and perseverance. And refugees' countless talents and nation stronger.

Through the United States must go through extensive security screening prior to their arrival. This process ensures that they are not a security risk to the United States. The security vetting can last more than a year. During this time, four biometric security checks, and multiple interviews with United States officials, refugees are required to become self-sufficient and integrated into their new communities.

From Struggle to Resilience, the Economic Impact of Refugees in America and the National Endowment for Economic and Social Outcomes of Refugees in the U.S. have documented that:

- Refugees pay taxes that they receive in benefits on average in their first 20 years in the U.S.
- Refugees (15%) exceed other immigrants (11.5%) as well as U.S. born (9%).
- Refugees have a higher rate than non-refugee immigrants. In 2015, 84% of eligible refugees were employed compared to 81% of other immigrants.
- U.S.-born children on measures of education attainment.
- Refugees working age as compared to 49.7% of the U.S.-born population, helping to meet U.S. needs.

Working from having refugees in our midst. We coordinate with the U.S. State Department and the U.S. Department of Homeland Security, as well as the non-profit sector, to make sure that local communities are consulted and engaged in the process and ensure that refugees can realize their full potential in our country.

More than 70 million forcibly displaced individuals, including 25 million who are refugees, are currently displaced. The United Nations estimates that the world's refugee population will continue to grow significantly more than the 18,000-person limit set by the presidential determination authority and consistent with our national values to do so.

We support the continuation of refugee admission to our state and extend a warm welcome to refugees to Illinois.

6 | MÉXICO

## Presidente

El presidente Andrés Manuel López Obrador, durante su conferencia de prensa en Ciudad de México (México). EFE/Mario Guejón

El área que hoy conforma la Ciudad de México formó parte del lago Texcoco, una zona de agua tranquila donde existía una importante deposición de sales, principalmente carbonato cálcico. Al final del Cretácico, la erogación alpina originó la elevación del terreno, pasando a formar parte de la tierra emergida sobre la superficie que antes eran fondo marino. Los buques de carbonato cálcico convertidos en pedregales quedaron expuestos a los agentes atmosféricos. Como la lluvia, los cambios de temperatura, y a los agentes biológicos, como la acción de los diferentes seres vivos, que fueron progresivamente erosionando la roca. La roca caliza es muy permeable y permite la infiltración del agua de lluvia. El agua, junto con la acción del anhídrido carbónico (CO<sub>2</sub>), disuelve la roca caliza aumentando aún más su porosidad y formando en su interior galerías, dando como resultado las formaciones de karst.



Feliz año nuevo de la ciudad de North Chicago.

Hagamos que 2020 y toda la década sean fuertes para nuestra comunidad.

Asegúrese de ser contado en el Censo 2020.

City of North Chicago  
847.596.4600  
www.northchicago.org

## Reflejos

### "linchamiento" contra

### Exdirector de Pemex escondió su participación en una empresa de Londres

EFEMéxico 9 dic. 2019.- El exdirector de Petróleos Mexicanos (Pemex) Emilio Lozoya, quien está prófugo de la justicia, ocultó en su declaración de bienes su participación en una empresa de divisas ubicada en Londres, reveló este lunes una investigación de Mexicanos Contra la Corrupción y la Impunidad (MCCI). De acuerdo con MCCI, Lozoya se hizo "accionista mayoritario" de Royal Exchange (TEG Capital) Limited en plena campaña presidencial de 2012, cuando era coordinador de vinculación internacional del candidato del Partido Revolucionario Institucional (PRI), Enrique Peña Nieto, quien se convirtió en presidente (2012-2018). Cuando Peña Nieto nombró a Lozoya como director de Pemex en diciembre de 2012, este declaró ser cofundador de IF Holding, afincada en Luxemburgo, y poseer títulos en tres organizaciones privadas de las cuales no aportó los nombres. En colaboración con el consorcio internacional de periodistas Organiza-

### en 2020 aunque

PIB, cuando hace cinco años representaba el 6 %, informó Serrano. Aunque reconoció la disciplina fiscal del actual gobierno, el analista señaló que los ingresos públicos cayeron un 0.3 % anual hasta octubre

Browse Editions

Locations

Events

Media Kit

VIERNES, 13 DE DICIEMBRE DE 2019



Feria de empleo del Censo 2020 de North Chicago.  
¡Únase al equipo del Censo y ayude a nuestra comunidad!

Miércoles 18 de Diciembre  
4 PM — 6 PM

Ayuntamiento (city hall) de North Chicago  
1850 Lewis Ave.  
North Chicago, Illinois

salarios competitivos, capacitación remunerada,  
cheque de pago semanal, horario flexible

City of North Chicago  
847.596.4600  
www.northchicago.org

Happy Holiday Railway!

¡Los trenes navideños de Santa!  
¡Todos a bordo hacia

Reflejos | Español

ComEd Programa

Aho

con nuestra

gratuitas, r

y electrodo

instantáne

Y ahorra o

y otra

y otra

de energía





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

City of North Chicago  
Water Bill Advertising  
2020 Census

If your reading type is an estimate, or your consumption is zero and your property is occupied,  
please contact our office at 847-596-8634 to schedule a reading.

Please note that the return address is now located on the back of your payment stub.

Effective November 1st, there will be a rate increase for garbage fees.

North Chicago, the 2020 Census is coming. Get counted. It's important. Take the Census pledge. Text  
PLEDGE to 847-499-2021.

North Chicago, el censo se acerca. Hazte contar. Es importante. Haz la promesa del censo. Envía  
PROMESA al 847-499-2021.



0000001

Month	Print/Flyer	Printed on bill
	Census 101: What you need to know in English and Spanish.  English, side 1. Spanish, side 2.  (Attached)	North Chicago, the 2020 Census is coming. Get counted. It's important. Take the Census pledge. Text PLEDGE to 847-499-2021. ### North Chicago, el censo se acerca. Hazte contar. Es importante. Haz la promesa del censo. Envía PROMESA al 847-499-2021.
	No print mailing	North Chicago, the 2020 Census is coming. Get counted. It's important. Take the Census pledge. Text PLEDGE to 847-499-2021. ### North Chicago, el censo se acerca. Hazte contar. Es importante. Haz la promesa del censo. Envía PROMESA al 847-499-2021.
	Flyer to be included in the mailing. Will be sent to Comptroller's office in January.	TBD
	No print mailing	TBD
	TBD	TBD

**PLEASE SEE OTHER SIDE FOR ADDITIONAL BILLING INFORMATION**

BILL DATE: 12/10/2019

ACCOUNT NUMBER: 101-0002-00-01

NAME: [REDACTED]

SERVICE ADDRESS: [REDACTED]



Meter	Previous Read Date	Current Read Date	Previous Reading	Current Reading	Reading Type	Consumption
Meter 1	09/22/2019	11/22/2019	2,902	2,930	Actual	28

MESSAGING ON WATER BILL





# PLANNING FOR A COMPLETE COUNT CENSUS 2020





# PLANNING FOR A COMPLETE COUNT CENSUS 2020





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

  [Government ▼](#)[Departments ▼](#)[Community ▼](#)[Get Connected ▼](#)[FAQ](#)

## Census Pledge



## What is a census and why is it important?

Once a decade, America comes together to count every resident in the United States, creating national awareness of the importance of the census and its valuable statistics. The decennial census was first taken in 1790, as mandated by the Constitution. It counts our population and households, providing the basis for reapportioning congressional seats, redistricting, and distributing more than \$675 billion in federal funds annually to support states, counties and communities' vital programs — impacting housing, education, transportation, employment, health care and public policy.

The next census is coming in 2020. Counting an increasingly diverse and growing population is a massive undertaking. It requires years of planning and the support of thousands of people.

Ultimately, the success of the census depends on everyone's participation. The Census Bureau depends on cross-sector collaborations with organizations and individuals to get people to participate.

The 2020 Census is important for you and your community, and you can help. The census affects your voice in government, how much funding your community receives and how your community plans for the future. Join us in spreading the word.

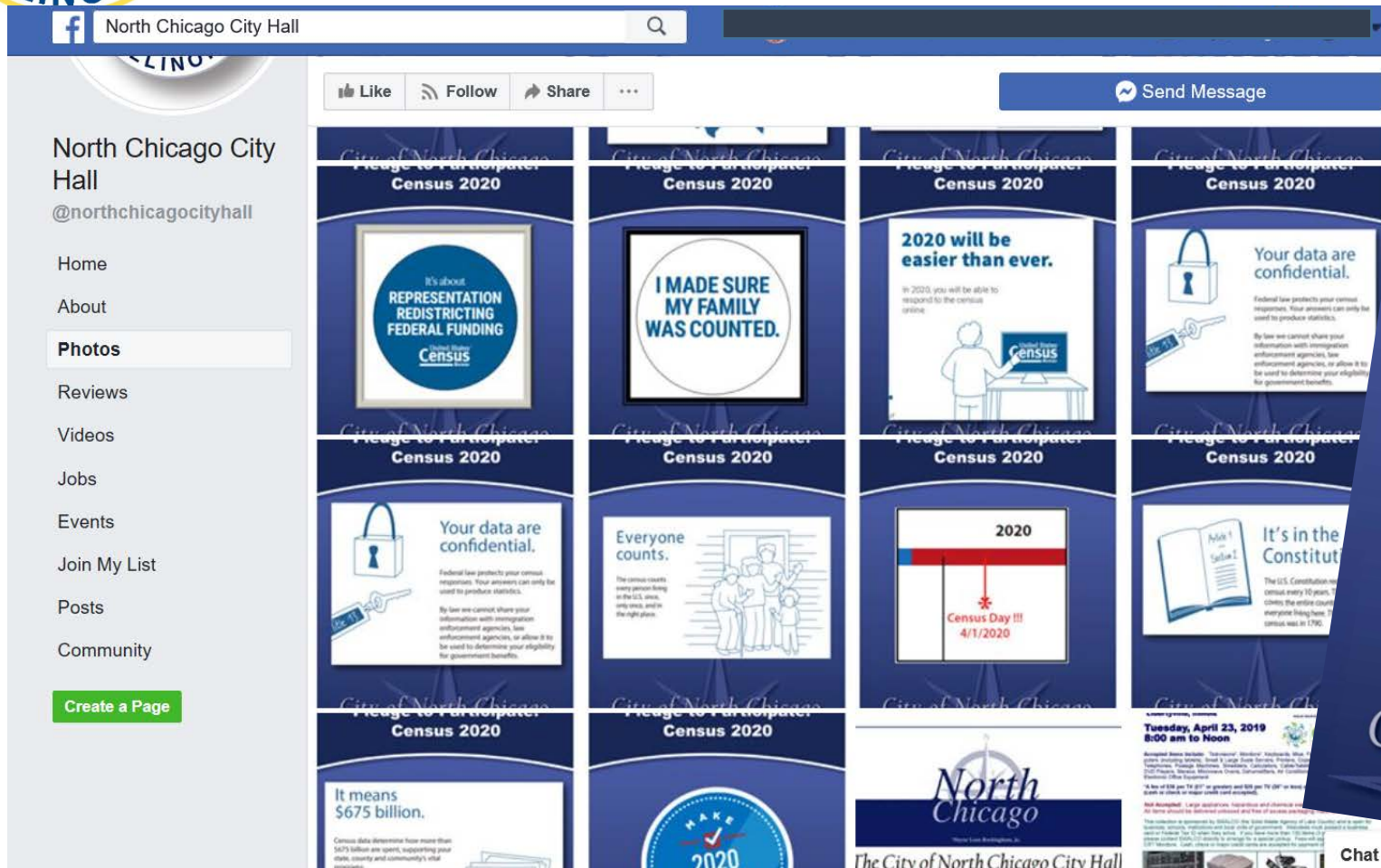
## Quick Links

[How to Participate and Help](#)[Sample Census Form](#)[Complete Count Committee](#)[2020 Census Jobs](#)[Census Pledge](#)[US Census Bureau YouTube](#)





# PLANNING FOR A COMPLETE COUNT CENSUS 2020



**Awareness – call to action – trusted voices – call to action**



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

**North Chicago  
2020 CENSUS JOB FAIR**



Join the Census team and help our community!

Competitive Wages | Weekly Paycheck | Flexible Schedule | Paid Training

**Wednesday, December 18  
4 PM-6 PM  
North Chicago City Hall  
1850 Lewis Ave.**

*City of North Chicago*  
847-596-8600  
www.northchicago.org



**North Chicago City Hall**

· December 17, 2019 ·

North Chicago Census Job Fair tomorrow (12/18) at City Hall at 4:00PM. US Census Bureau representative will be available to answer questions and assist with applications.



# PLANNING FOR A COMPLETE COUNT CENSUS 2020



This block shows a mockup of a Twitter profile page for the "North Chicago Complete Count Committee". On the left is a vertical sidebar with navigation icons: a Twitter bird, a home house, a hashtag, a bell, an envelope, a bookmark, a list, a profile picture, a three-dot menu, and a blue circle with a white plus sign. The main content area shows the profile header with the name "North Chicago Complete Count Committee", handle "@northchi\_count", and "6 Tweets". Below this is the profile picture, name, handle, and bio: "Official account for the City of North Chicago's Complete Count Committee #Census2020 #Censo2020 Text PLEDGE to 847.499.2021". It also shows the location "North Chicago, Illinois", website "northchicago.org", and "Joined January 2020". Below the bio are "70 Following" and "6 Followers", with a note "Followed by Bonny Mayfield and James Moran". There are four tabs: "Tweets" (selected), "Tweets & replies", "Media", and "Likes". The first tweet is from the committee, posted 3 hours ago, with the text: "An accurate #Census census count ensures our community receives adequate representation & funding! Txt \*PLEDGE\* to 847.499.2021 En texto español CENSO to 847.499.2021 \*txt msg & data rates may apply #NorthChicagoCounts #IllinoisCounts". It has 2 retweets and 1 like. The second tweet is from the committee, dated Jan 9, with the text: "#MakeIllinoisCount #MakeNorthChicagoCount #CountMeIn2020".

**North Chicago Complete Count Committee**  
6 Tweets

**North Chicago Complete Count Committee**  
@northchi\_count Follows you

Official account for the City of North Chicago's Complete Count Committee  
[#Census2020](#) [#Censo2020](#)  
Text PLEDGE to 847.499.2021

North Chicago, Illinois [northchicago.org](#) Joined January 2020

70 Following 6 Followers

Followed by Bonny Mayfield and James Moran

Tweets Tweets & replies Media Likes

**North Chicago Complete Count Committee** @northchi\_count · 3h  
An accurate [#Census](#) census count ensures our community receives adequate representation & funding!  
Txt \*PLEDGE\* to 847.499.2021  
En texto español CENSO to 847.499.2021  
\*txt msg & data rates may apply [#NorthChicagoCounts](#) [#IllinoisCounts](#)

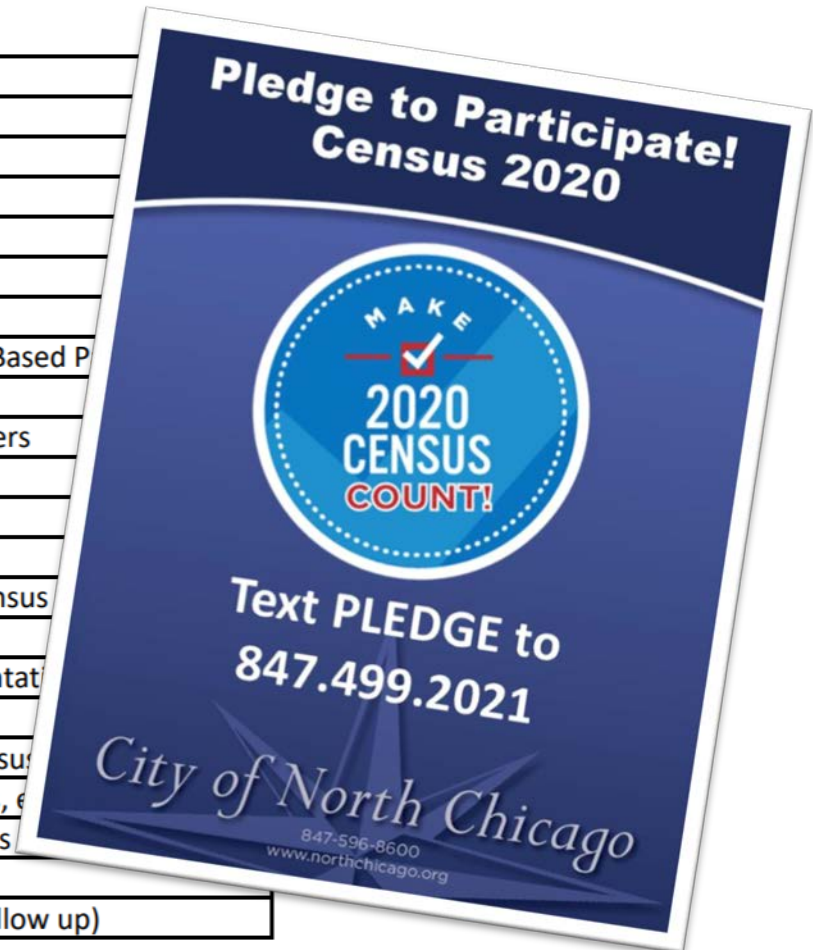
**North Chicago Complete Count Committee** @northchi\_count · Jan 9  
[#MakeIllinoisCount](#) [#MakeNorthChicagoCount](#) [#CountMeIn2020](#)





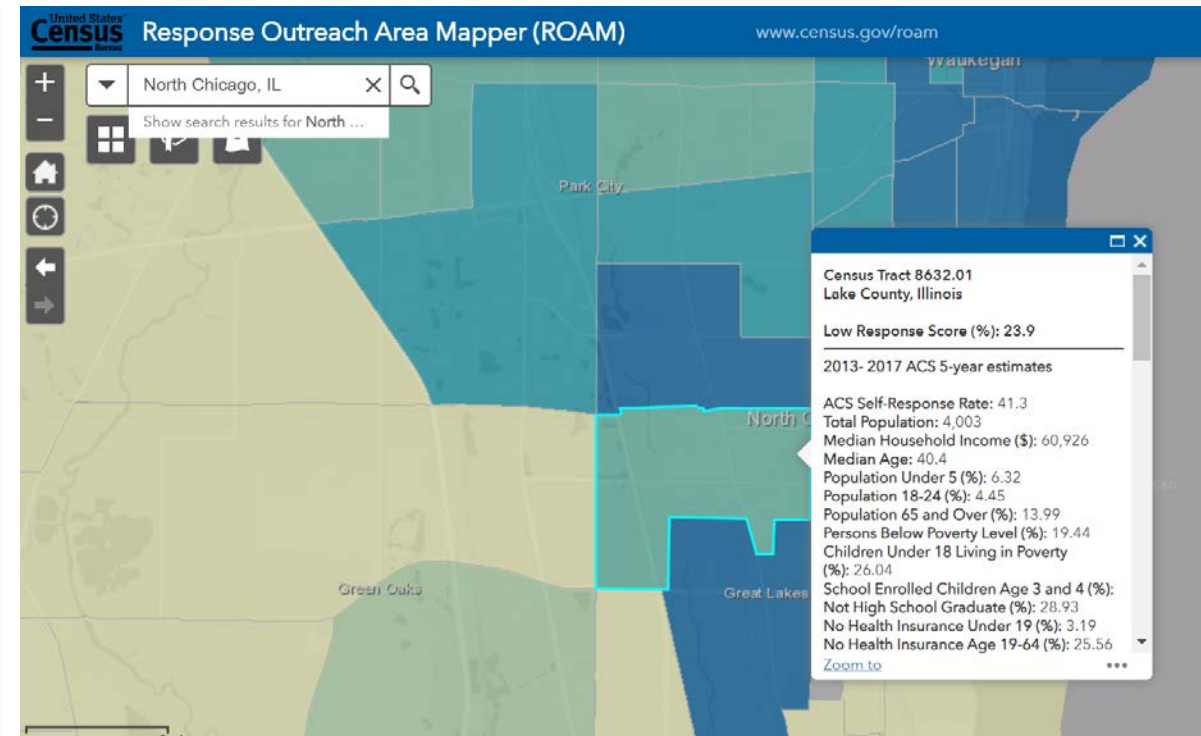
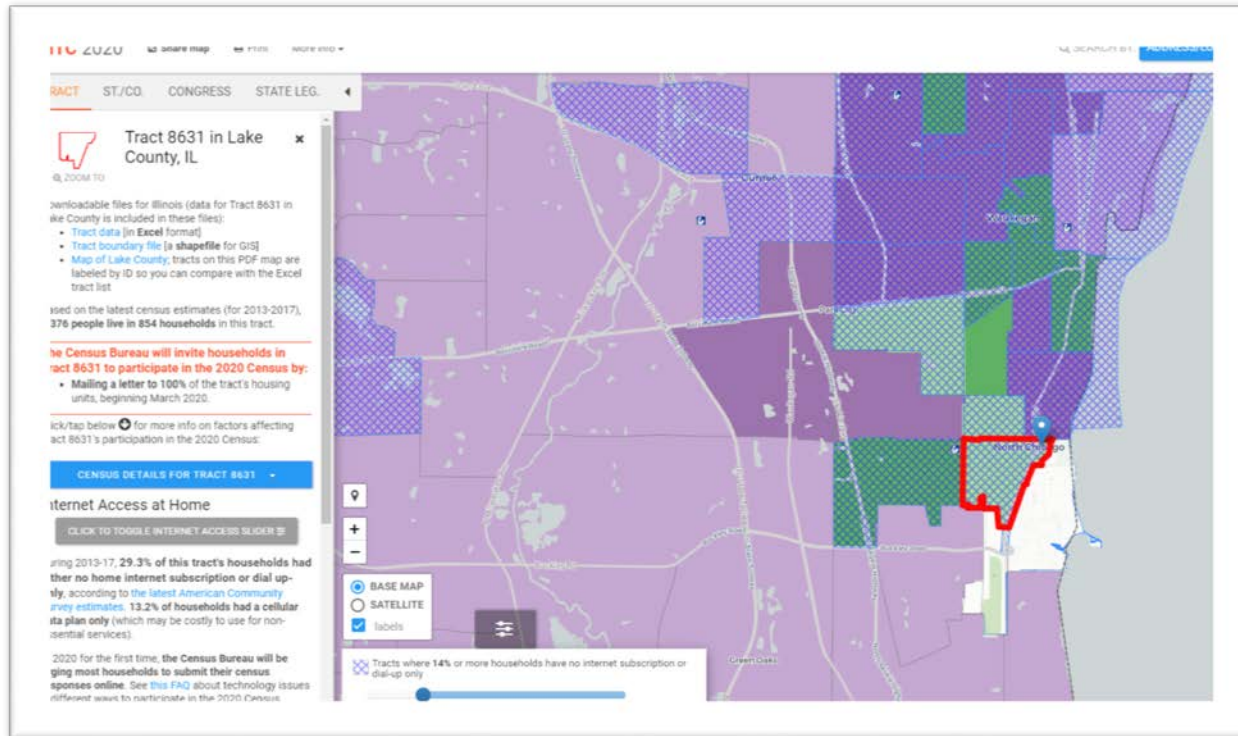
# PLANNING FOR A COMPLETE COUNT CENSUS 2020

Census 2020 App Text Messaging Calendar				
	Month	Week	Date	Topic
1	December	Week of 12/16	Monday, December 16	Job Fair Reminder
2		Week of 12/23	Friday, December 27	CCC Meeting Invite (5th Monday)
3	January	Week of 12/30	Wednesday, January 1	Happy New Year - It's a Census Year!
4		Week of 1/6	Wednesday, January 8	How to Participate - Online, Mail, or by Phone
5		Week of 1/13	Tuesday, January 14	School Ambassador Program Push
6		Week of 1/20	Monday, January 20	MLK Day - Become a Faith-Based Partner / Meet Our Faith-Based P
7	February	Week of 1/27	Monday, January 27	Join the Complete Count Committee Push
8		Week of 2/3	Thursday, February 6	Become a Business Sector Partner / See Our Business Partners
9		Week of 2/10	Tuesday, February 11	View a Sample Census Form
10		Week of 2/17	Monday, February 17	President's Day - Census is in the Constitution!
11	March	Week of 2/24	Monday, February 24	Why It Matters: Funding for Schools, Hospitals, Etc.
12		Week of 3/2	Monday, March 2	Internet Self-Response Begins! Get Help Completing the Census
13		Week of 3/9	Monday, March 9	Your Data is Secure, Private and Never Shared
14		Week of 3/16	Tuesday, March 17	Primary Election in IL - Census will determine your Representat
15	April	Week of 3/23	Monday, March 23	Everyone Counts! (Infants, Children & Seniors too)
16		Week of 3/30	Wednesday, April 1	CENSUS DAY - Find Locations to Help you Complete the Census
17		Week of 4/6	Thursday, April 9	Census workers visit group housing (colleges, senior centers, e
18		Week of 4/13	Wednesday, April 15	Tax Day - Importance of Census in Funding Our Communities
19		Week of 4/20	Wednesday, April 22	Reminder to Complete Census by Phone, Mail, or Online
20		Week of 4/27	Thursday, April 30	FYI: Census Workers to visit homes in May (Nonresponse follow up)





# PLANNING FOR A COMPLETE COUNT CENSUS 2020







# PLANNING FOR A COMPLETE COUNT CENSUS 2020

United States  
**Census**  
2020

Search

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We are hiring thousands of people for the 2020 Census. Click to learn more and apply.

Census.gov • Census Academy • Recorded Webinars • Using the Response Outreach Area Mapper (ROAM) to Locate and Learn about Hard-to-Count Areas

[< Back to Recorded Webinars](#)

## Using the Response Outreach Area Mapper (ROAM) to Locate and Learn about Hard-to-Count Areas

MAY 14, 2019

Description

The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-count areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database. Learning about each hard-to-count area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. Explore ROAM and its data with us.

Using the Response Outreach Area Mapper (ROAM) to Lo...

1990

2000

2010

One Dot Represents 10 People

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# PLANNING FOR A COMPLETE COUNT CENSUS 2020

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